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			10/17/16-10/21/16	10/17/16-10/21/16	10/17/16-10/21/16	10/17/16-10/21/16	10/17/16-10/21/16	10/15/16-10/15/16	10/17/16-10/21/16	10/17/16-10/21/16	(Ref #) Dates							ns				Rochester, NY 14610-1093	201 Humboldt St	YNVW	
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	Date:										Length		Comments	Billing Type	Account Types	m	Phone/Fax	Buyer Name	Sales Office	Salesperson	Brand	Product	Agency	Advertiser	Schedule Dates
	Accepted-Station:	CON	:30 3P- People's Court	:30 2P- General Hospital	:30 1P- The Chew	:30 11A- The View	:30 9A- Dr. Oz	:30 8A- Good Morning America Weekend	:30 7A- Good Morning America	:30 6A- Local 22 News at 6A	Run Times	10/15/16-10/21, T TO FOLLOW.	JONES/NYSA115	Standard	National/Political	N/A	/	GUMA,MARK	Katz - Washington DC	Katz - Washin	JONES/NYSA1	Political - Can	Mark Guma O	Jones/NY Stat	10/15/16-10/21/16
	Station:	CONFIRMATION C	 ж × × ×	× × ×	з × × ×	3 × × ×	3 × × ×	Д	2 2 2 2	3 × × ×	SPW Mo Tu We Th	10/15/16-10/21/16 D BILLY JONES FOR NYSA 115 - NAB SENT VIA EMAIL. PYM T TO FOLLOW.	5/D		cal			•	gton DC	Katz - Washington DC, Washington DC (1179)	JONES/NYSA115/D (568029)	Political - Candidate Other (1066)	Mark Guma Communications (11059)	Jones/NY State Assembly/Democrat/VT (83943)	21/16
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	Date:	ACT	ω	ш	ω	ω	ω	<u> </u>	10	ω	Spots Ra	T VIA EMAIL.			Sales Tax	Net Total	Commission	Commission %	Package Deal	Order Type	Demo	Headline #	CO-OP	Entered By	Last Modified
	•		\$50.00	\$75.00	\$50.00	\$60.00	\$40.00	\$45.00	\$50.00	\$50.00	Rate	Рүм				\$4,794.00	\$846.00	15.00		Normal		ECR25	No	Elizabe	10/14/16 10/17/16
	Comments:		\$150.00	\$225.00	\$150.00	\$180.00	\$120.00	\$45.00	\$500.00	\$150.00	Total					1 .00	ਠ			<u>w</u>		ECR25330370		Elizabeth F. Guy	16
			\$150.00 Burlington (WVNY)	\$225.00 Burlington (WVNY)	\$150.00 Burlington (WVNY)	\$180.00 Burlington (WVNY)	\$120.00 Burlington (WVNY)	\$45.00 Burlington (WVNY)	\$500.00 Burlington (WVNY)	\$150.00 Burlington (WVNY)	Station		****						***********				Grand Total:	Oct. 2016	By Broa
		And production	0.50	E 0					E 0									Community of the Commun					<u>oʻal:</u>	016	By Broadcast Month
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New York, NY 10025

Mark Guma Communications 211 W 107th St

WVNY 201 Humboldt St Rochester, NY 14610-1093

Schedule Dates 10/15/16Advertiser Jones/NY
Agency Mark Gum
Product Political - (
Produ

Contract #

Product Political - Candidate Other (1066)

Brand JONES/NYSA115/D (568029)

Salesperson Katz - Washington DC, Washington BC, Washington DC

Buyer Name GUMA, MARK

Katz - Washington DC, Washington DC (1179)
Katz - Washington DC
GUMA,MARK
/

1448342

10/15/16-10/21/16

10/15/16-10/21/16

Jones/NY State Assembly/Democrat/VT (83943)

Mark Guma Communications (11059)

Political - Candidate Other (1066)

Headline #

Date Entered 10/14/16

Last Modified 10/17/16

CO-OP No

CO-OP No

Headline # ECR25330370

Demo

Order Type Normal

Demo
(79) Order Type Normal
Package Deal
Commission % 15.00
Commission \$846.00

Net Total \$4,794.00 Sales Tax

National/Political

JONES/NYSA115/D 10/15/16-10/21/16 D BILLY JONES FOR NYSA 115 - NAB SENT VIA EMAIL. PYM T TO FOLLOW.

Phone/Fax

CPE

Account Types

Billing Type

Comments

Burlington (WVNY)

By Broadcast Month Spots Rate
Oct. 2016 57 \$5,640.00

Grand Total: 57 \$5,640.00

		Comments:	Date:				on:	Accepted-Station:	Date:			Accepted-Agency/Advertiser:	Accepted-
			44.	RACT	CONFIRMATION CONTR	NOLL	IRMA	CONF					
COMMENTS APPLY TO SUB 10/14/16 LINES A THRU A NEWS	\$50.00 Burlington (WVNY)	\$50.00	\$50.00	1	×		н	:30 11P- Local 22 News at 11P	:30 11P-	4	10/16/16-10/16/16	16.0 Normal Line / SPOT	16.0
COMMENTS APPLY TO SUB 10/14/16 LINES A THRU A NEWS	\$240.00 Burlington (WVNY)	\$240.00	\$60.00	4.	×	×	4 ×	:30 11P- Local 22 News at 11P	:30 11P-	4	10/17/16-10/21/16	15.0 Normal Line / SPOT	15.0
Pre-Empt/Exception -	Burlington (WVNY)										10/16/16	14.0.1 Closed Preempt	14.0.1
LINES A THRU A NEWS 10/14/16	Burlington (WVNY)		\$70.00		×		<u> </u>	:30 6P- ABC World News	:30 6P- A	υ _ν	10/16/16-10/16/16	14.0 Normal Line / SPOT	14.0
Pre-Empt/Exception -	Burlington (WVNY)						ļ				10/15/16	13.0.1 Closed Preempt	13.0.1
COMMENTS APPLY TO SUB 10/14/16 LINES A THRU A NEWS	Burlington (WVNY)		\$70.00		×		<u></u>	:30 6P- ABC World News	:30 6P- A	и	10/15/16-10/15/16	13.0 Normal Line / SPOT	13.0
COMMENTS APPLY TO SUB 10/14/16 LINES A THRU A NEWS	\$280.00 Burlington (WVNY)	\$280.00	\$70.00	4	×	× × ×	4. ×	:30 6:59P- Local 22 News at 7P	:30 6:59	4	10/17/16-10/21/16	12.0 Normal Line / SPOT	12.0
COMMENTS APPLY TO SUB	\$210.00 Burlington (WVNY)	\$210.00	\$70.00	ω	×	×	×	:30 5:59P- Local 22 News at 6P	:30 5:59	4	10/17/16-10/21/16	11.0 Normal Line / SPOT	11.0
COMMENTS APPLY TO SUB	\$180.00 Burlington (WVNY)	\$180.00	\$60.00	ω	×	×	×	SP (EST)	:30 SP- 6P (EST)	4	10/17/16-10/21/16	10.0 Normal Line / SPOT	10.0
COMMENTS APPLY TO SUB 10/14/16 LINES A THRU A JUDY	\$150.00 Burlington (WVNY)	\$150.00	\$50.00	ω	×	× ×	ω ×	P (EST)	:30 4P- 5P (EST)	4.	10/17/16-10/21/16	9.0 Normal Line / SPOT	9.0
Comments	Station	Total	Rate	Spots	Fr Sa Su	Tu We Th	SPW Mo	Run Times S	Length	×	Dates	Line Type / Break Type (Ref #)	Line



Mark Guma Communications 211 W 107th St

New York, NY 10025

₩VNY Rochester, NY 14610-1093 201 Humboldt St

Advertiser

Brand Phone/Fax **Buyer Name** Sales Office Salesperson Product Agency GUMA, MARK Katz - Washington DC JONES/NYSA115/D (568029) Political - Candidate Other (1066)

Schedule Dates Contract # Jones/NY State Assembly/Democrat/VT (83943) Mark Guma Communications (11059) 10/15/16-10/21/16 1448342 **Entered By** Headline # Date Entered

Katz - Washington DC, Washington DC (1179)

Demo Package Deal Order Type Commission % Last Modified 10/14/16 10/17/16 15.00 Elizabeth F. Guy Normal ECR25330370

JONES/NYSA115/D 10/15/16-10/21/16 D BILLY JONES FOR NYSA 115 - NAB SENT VIA EMAIL. PYM T TO FOLLOW. National/Political Net Total Sales Tax Commission

\$4,794.00

\$846.00

Comments Billing Type Account Types

Burlington (WVNY)
By Broadcast Month Grand Total: Oct. 2016 Spots 57 57 \$5,640.00 \$5,640.00

Accept		23	22	21	2(15	11	ı	Line
Accepted-Agency/Advertiser:		23.0 Normal Line / SPOT	22.0 Normal Line / SPOT	21.0 Normal Line / SPOT	20.0 Normal Line / Prime	19.0 Normal Line / Prime	18.0 Normal Line / Prime	17.0 Normal Line / SPOT	Line Type / Break Type (Ref #)
		10/18/16-10/21/16	10/18/16-10/21/16	10/17/16-10/21/16	10/15/16-10/15/16	10/16/16-10/16/16	10/20/16-10/20/16	10/17/16-10/17/16	Dates
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Date:		ü	ني	<u>ن</u>	<u>ن</u>	<u>υ</u>	ن	ښ	Length
Accepted-Station:	CONFIRMATION CONTR	:30 6:59P- Local 22 News at 7P	:30 5:59P- Local 22 News at 6P	:30 11:35P- Jimmy Kimmel Livel	:30 8P- Saturday Night Football	:30 6:59P- America's Funniest Home Videos	:30 9P- Notorious 9P	:30 7:58P- Dancing With The Stars	Run Times
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	RACT	1	1	ω	2	<u> </u>	н	1	u Spots
Date:	-	\$70.00	\$70.00	\$40.00	\$250.00	\$600.00	\$800.00	\$850.00	Rate
Comments:		\$70.00	\$70.00	\$120.00	\$500.00	\$600.00	\$800.00	\$850.00	Total
	A Commence of the Commence of	\$70.00 Burlington (WVNY)	\$70.00 Burlington (WVNY)	\$120.00 Burlington (WVNY)	\$500.00 Burlington (WVNY)	\$600.00 Burlington (WVNY)	\$800.00 Burlington (WVNY)	\$850.00 Burlington (WVNY)	Station
				COMMENTS APPLY TO SUB	COMMENTS APPLY TO SUB	COMMENTS APPLY TO SUB	COMMENTS APPLY TO SUB LINES A THRU A NOTORIOUS	COMMENTS APPLY TO SUB 10/14/16	Comments
		10/17/16	10/17/16	10/14/16	10/14/16	10/14/16	10/14/16	10/14/16	Entered



125 West 55th St New York, NY 10019

Agency: MARK GUMA COMMUNICAT MARK GUMA COMMUNICATIONS INC 211 WEST 107TH ST #2E NEW YORK NY 10025

Contract # 25330370

Advertiser: Jones NY SA 115

Product: JONES/NYSA115/D

Changes as of: 10/14/2016 at 6:23 PM Flight: 10/15/16 - 10/21/16

Version: Highlighting Revision 1 Station: WVNY

Market: Burlington-Plattsburgh

Office: WASHINGTON

Total Spots: 57 Total \$: \$5,640.00

Total CPP: \$75.30

Total GRP: 74.9
Traffic #: 1448342
Separation:

Comments: 10/15/16-10/21/16 D BILLY JONES FOR NYSA 115 - NAB SENT VIA EMAIL. PYMT TO FOLLOW

10/15 - 10/17

M-F REV+ 12 7p-7:30p M-F REV+ 11 6p-6:30p

NEWS

\$70.00 \$70.00

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\$70.00 \$70.00

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NEWS

Day/Time

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Program

Rate

A35P Rating

Len 10/15

10/17

REV- 14 6p-6:30p Sa REV- 13 6p-6:30p

NEWS NEWS

Salesperson: RACHELLE RAY -Washington DC 202-872-5880

Agency Order #:

Buyer: MARK GUMA

Con Type: POLITICAL/VOTE Assistant: LAILA DAFTARI 202-872-5880

Primary Demo: Adults 35+

 СЛ	4	Spots	Total	
\$350.00	\$280.00	\$	Total	
\$70.00	\$58.33	СРР		

GRP

0
\$0.00
\$50.00

74.9 0.0 \$0.00

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125 West 55th St New York, NY 10019

Special Instructions

Date/Time

10/14/16 6:23 PM

LAILA DAFTARI Added by

Comment

10/14/16 10:34 AM

RACHELLE RAY -Washington DC

10/15/16-10/21/16 D BILLY JONES FOR NYSA 115 - NAB SENT VIA EMAIL.

Day/Time Total

% Distrib

100% 100%

\$5,640.00 \$5,640.00

Spots 57

Daypart Summary

Dollars

GRP 74.9 74.9

\$75.30 \$75.30

Market Budget: WVNY Share: 13%

\$43,385

Competitive Information

10/14/16 11:12 AM

Elizabeth Guy

Line 13 ABC World News Program is no longer airing Until December due to College Football or move \$30 to line 14 and place the extra \$40 into W/o 10/17 Jimmy Kimmel Line 14 ABC World News is below sect 5. In order to stay in Program Sect 50 is \$100 Please advise Thanks!

PYMT TO FOLLOW

10/15/16-10/21/16 D BILLY JONES FOR NYSA 115 - NAB SENT VIA EMAIL. PYMT TO FOLLOW

Order Level Comments

Agency: MARK GUMA COMMUNICAT

Contract # 25330370

MARK GUMA COMMUNICATIONS INC 211 WEST 107TH ST #2E NEW YORK NY

Advertiser: Jones NY SA 115

Changes as of: 10/14/2016 at 6:23 PM

Flight: 10/15/16 - 10/21/16

Product: JONES/NYSA115/D

Office: WASHINGTON

Market: Burlington-Plattsburgh Station: WVNY

Version: Highlighting Revision 1

Total Spots: 57 Total \$: \$5,640.00

Total CPP: \$75.30

Traffic #: 1448342

Total GRP: 74.9

Assistant: LAILA DAFTAR! 202-872-5880 Con Type: POLITICAL/VOTE

Salesperson: RACHELLE RAY -Washington DC 202-872-5880

Agency Order #:

Buyer: MARK GUMA

Primary Demo: Adults 35+

Separation:

2016-Oct Month Total Monthly Summary 57 57 \$5,640.00 \$5,640.00 Dollars

Created/Received		
Created by	- The state of the	
Status		
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Contract \$ Comment		
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Non-Discrimination Policy

Queued for Electronic Contracting

RACHELLE RAY -10/14/16 10:34 AM Washington DC

Confirmed

57

\$5,640.00

\$5,640.00

\$0

8

\$0 8

8 \$0

Changes: Total GRPs from 75.8 to 74.9, Total CPP from \$74.41 to \$75.30. 4 buylines added or modified.

10/14/16 10:37 AM

Makegood 1 Revision

10/14/16 11:12 AM Elizabeth Guy

Confirmed Revised

10/14/16 6:23 PM LAILA DAFTARI

Trans

WPTZ: 57% WFFF: | 9% NCAX: 21%

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY.